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Marketing Plan for Fiscal Year 2009

PURPOSE:

The purpose of Gold West Country of Montana, Inc. is to enhance the economic development of the region through the promotion of tourism. This region includes the counties of Beaverhead, Broadwater, Butte-Silver Bow, Deer Lodge, Granite, Jefferson, Lewis & Clark, Madison and Powell.

This marketing plan establishes a strategy that will coordinate Gold West Country's marketing efforts and allow the region to: a) Identify Gold West Country's target markets; b) Develop a unified message and theme to reach these markets; and c) Through this message entice potential visitors to increase both their length of stay and the dollar amount spent in the region.

IDENTITY:

Strengths:

Primary—

- **Historical Opportunities**—Gold West Country could be considered the “Beginning of Montana History” with its numerous historical opportunities throughout the region. Some of these attractions include:
 - *Ghost Towns*— Nevada City, Bannack State Park and Garnet Ghost Town. The ITRR's “Attraction Visitors in Gold West Country Tourism Region” (May, 2003) states that of those visiting Gold West Country, 38% visited a ghost town.
 - *Historic Sites*— Lewis & Clark Caverns, Grant-Kohrs Ranch, Big Hole National Battlefield, Virginia City, Elkhorn Mining Town and Old Montana Prison. Currently 34% of Montana visitors participate in a historic activity besides visiting a Lewis & Clark site, a Native American Site or a museum.*
 - *Lewis &*

Clark Sites— Gates of the Mountains, Beaverhead Rock State Park and Camp Fortunate Overlook. Currently 19% of Montana vacationers visit a Lewis & Clark site.*

➤ *Museums—* World Museum of Mining, Beaverhead County Museum, Montana Historical Society Museum, Piccadilly Museum of Transportation, Granite County Museum, Mineral Museum, Broadwater County Museum, Jefferson Valley Museum and Montana Auto Museum. Currently 23% of Montana vacationers visit a museum.*

*Source: *Niche News: Gold West Country Travel Region Visitor Characteristics*, ITRR 2005

- **Cultural Opportunities—**The region is also rich in genuine western heritage that is expressed through live theatre, concerts, rodeos, fairs, local celebrations, cattle drives, working ranch experiences, historical & cultural tours, authentic rail tours, pow-wows and more. According to the ITRR's "Attraction Visitors in Gold West Country Tourism Region" (Niche News, 2005) 8% of Gold West Country's visitors participate in a festival or event. Gold West Country is also fortunate to have Butte host the National Folk Festival for the next three years. In addition, cultural heritage trails are being developed in Gold West Country.
- for the next three years **Natural Resources** – We have an abundance of natural hot springs throughout the region and also several radon health mines. Gold West also has many rock hounding opportunities available for crystals, sapphires, garnets, gold, and agates. In addition, many geological structures are located in several places in the region.
- **Proximity to Surrounding Destinations—**Gold West Country lies between Yellowstone and Glacier National Parks, two of Montana's major visitor attractions. Currently 18% of summer visitors to Montana, visit both parks.* In addition, the majority of travelers come to Montana by vehicle. Two interstate highways, I-90 and I-15 bisect Gold West Country. Currently 65% of Gold West Country vacationers are also visiting a National Park.**

*Source: *Niche News: Both Park Visits*, ITRR 2005

**Source: *Attraction Visitors in Gold West Country Tourism Region*, ITRR 2005

Secondary—

- **Recreational Activities—**Gold West Country offers an abundance of outdoor recreational activities including wildlife watching, photography, fishing, hunting, hiking, horseback riding, biking, golfing, boating, canoeing, rafting, kayaking, swimming, rock hounding, alpine & Nordic skiing, snowboarding, snowmobiling, ice fishing, ice skating and many more. Montana vacationers participate in a wide variety of outdoor activities. In fact, at least 26% of visitors to Gold West Country participated in either wildlife watching, day hiking, developed camping or picnicking.* In addition, sightseeing was considered by 35% of Gold West Country visitors to be the "primary" purpose of their trip to the region.**
- **Visitor Information Centers—**Gold West Country has three state supported visitor centers located in Helena, Butte, and Dillon. These visitor centers will contain brochures and literature from all over Gold West Country. In addition, they have travel advisors to help educate tourists on attractions and events.
- **Facilities—**The region contains a wide variety of accommodations through hotels, motels, bed & breakfasts, cabins, working cattle ranches and dude ranches as well as public and private campgrounds.

*Source: *Niche News: Gold West Country Travel Region Visitor Characteristics*, ITRR 2004

**Source: *Conversion Study*, Gold West Country 2004

Challenges:

- **Identity/Image**—The name “Gold West Country” is not tied-in to a specific destination within Montana. Therefore its identity as a vacation destination must be cultivated in other ways. A stronger image of the area and its significant attractions must be explored and promoted so that the name (and area) renders a definite picture in the minds of potential visitors.
- **Recession**- Tourist may reconsider their vacation plans due to the instability of the US economy. With the housing market, record oil prices, food prices, and the decline of the US dollar tourists may be looking at cutting back on the amount of travel they decide to take this year.
- **Transportation**— Access via airline into Gold West Country can be limiting. Currently 28% of visitors to the region arrive by air. * Upon arrival, intrastate transportation businesses (i.e. car rental, buses, taxis) do not always afford the flexibility needed to travel through the region and/or the state. This factor plays into why most visitors to the region travel by car (62%).*
- **Gas Prices** - Gas prices are expected to go up to \$4 a gallon this summer. This may discourage some travel from far away but might bring in travelers that can get here in a day.
- **Maintaining the Lodging Tax**—Efforts must continue to build awareness among elected officials and Montana residents about tourism’s impacts and its benefits if the tourism industry is to maintain the lodging tax. If Montana is to maintain its market share in tourism—and attract high-value, low impact visitors, especially during off-peak seasons—it must maximize the amount of it’s lodging tax dollars spent on promotion and leverage those dollars with other partners.
- **Decline in Hunting Licenses**- The FWP has reduced the number of non-resident hunting licenses and this could have a huge effect in Gold West country during the fall shoulder season.
- **Lack of Awareness**- Currently Gold West is only visible to potential tourists via a few selected media vehicles in the spring. This is due in part to the lack of adequate media dollars to make tourists aware of the Gold West name and region.
- **Closures**- During the “off-peak” season there are many closures throughout Gold West Country in terms of attractions and services.

*Source: *Conversion Study*, Gold West Country 2004

GOALS:

Gold West Country strives to attract high value visitors with the potential to increase their length of stay and dollars spent per day in the region. This task can be accomplished through the following goals:

- Educate the traveler about the historical, cultural and recreational opportunities within the region throughout the year.
- Build awareness and entice the “Geo-tourist” to come and experience Gold West Country.
- Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.

- Create and maintain a consistent brand image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, and Internet development.
- Educate the Gold West members about the cooperative marketing programs and really try and utilize this as an option to offset the lack of media dollars.
- Inform tourists that there is still plenty to do throughout the Gold West region during the off-peak season.
- Encourage inter-state travel by informing residents of Montana about the abundance of cultural, recreational, and historical opportunities this region has to offer.

STRATEGIC PLAN:

This marketing plan supports the *Montana Tourism and Recreation Strategic Plan 2008-2012* through the implementation of the marketing strategies outlined throughout the State's plan. Specifically the Gold West Country marketing plan focuses on the following sections of the statewide strategic plan.

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions...

"...Leverage public and private marketing investments to expand Montana's reach..." (Page 49)

1.1.b. Continue winter marketing, promoting Montana as a superb destination for tourist seeking the snow experience....

"accentuate images and messages that appeal to each winter target market..." (Page 49)

9.3 Enhance funding for region and CVB marketing efforts.

"Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. (Page 75)

1.2 Promote Montana to target groups/events emphasizing off-peak season activities.

"Target travel media to increase the visibility of Montana as a leisure travel destination" (Page 52)

"Continue to target tour operators to bring group tours and packaged vacations to Montana" (Page 52)

1.1.c. Attend consumer travel shows targeting high value, low impact visitors.

"Disseminate show information to tourism/recreations partners...(Page 50)

1.2.a. Amplify targeted sales and marketing to attract groups, meetings, and conferences.

"Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts" (Page 51)

2.1 Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.

“Distribute information through printed material, press releases, tourism listserv, economic development groups, etc.... (Page 55)

OBJECTIVES:

In FY08 we set the following objectives:

- Increase overall bed tax collections by 3.5%.
- Increase bed tax collections in the shoulder seasons by 3%.
- Bed tax collection reports from the Department of Revenue (based on a calendar year) indicated that Gold West Country's overall bed tax collection for 2007 was up 9%. Shoulder season collections (based on quarterly information) were up from 6-13%. Inquiries increased by 5451 which is up 3.4% for 2007.

We are going to continue with our FY09 objectives as follows:

- Increase overall bed tax collections by 3%.
- Increase bed tax collections in the shoulder seasons by 3%.
- Add more videos on our websites in fiscal year 08/09.
- Increase the number of monthly reader service, phone calls, and Internet responses we receive.
- To have more FAM tours and to have each FAM trip generate at least one story about Gold West Country within a year of the trip.
- Continue to utilize the data gathered in the Guestbook at the Visitor Center to review travel patterns over the years as to the geographic origination of Gold West Country visitors and what the visitors travel plans are in the state.
- To use the MARS STOUT data to actually target interested tourists that are inquiring about Gold West Country.
- To create marketing materials that inform tourist in Gold West Country that they are in Gold West Country.
- Develop give-a-ways to remind and entice Gold West visitors to revisit Gold West Country.
- To market winter recreation activities to in-state residents that are seeking the less crowded experience.

TARGET GEOGRAPHIC MARKETS:

Target markets have been defined using data available from Gold West Country inquiry tracking profiles; data available from the Lost Trail Visitor Center; research studies conducted by the Institute for Tourism and Recreation Research (ITRR); Gold West Country's 2005 Conversion Study; and information compiled at Travel Montana. These markets are identified for consumer advertising placement, publicity and collateral material

distribution. According to the ITRR research 1 in 5 of the 83% of visitors that have visited Montana before were former Montana residents. These former Montanans are coming to visit friends and family or possibly looking at purchasing second homes in their native state. Also 47% of Montana travelers have originated from surrounding states such as Washington, Idaho, Wyoming, California, North Dakota, and Utah.

Primary Markets— California, Idaho, Illinois, Michigan, Minnesota, Montana, Missouri, North Dakota, South Dakota, Washington, Texas, Wisconsin, Wyoming and Ohio.

Secondary Markets— Canadian Provinces (Alberta, British Columbia, Ontario), Colorado, Indiana, Kansas, Nevada, Oregon, Tennessee, and Utah.

TARGET DEMOGRAPHICS:

Primary—

Active Mature— This segment consists of older married couples or singles (ages 55-64), college educated, usually without children, and household annual income of \$60,000+. Approximately 41% of Gold West Country visitors are between the ages of 55-64.* They lead an active lifestyle and enjoy visiting historic sites, landmarks, and museums as well as partaking in general sightseeing and wildlife watching. Currently 60% of Gold West Country vacationers are traveling without children.**

Heritage/Cultural Enthusiasts—

This segment consists of individuals 35+ years of age, college educated, with a household annual income of \$60,000+ who enjoy learning more about Western History and Culture. They enjoy the experience of quaint communities and the opportunities within. They visit historic sites and landmarks and are interested in festivals and fairs about the West.

ITTR data states that currently 61% of Gold West Country vacationers have incomes of \$60,000+.** This information closely mirrors data from the 2004 Conversion Study which shows 50% of Gold West Country vacationers have incomes of \$60,000+.*

Families/Boomers— Married couples or singles 35-54 years of age, college educated, with children usually less than 18 years of age in the household. (This may include grandparents with young grandchildren). Approximately 49% of Gold West Country visitors are between the ages of 35-54.* Their household annual income is \$60,000+.

This segment seeks a memorable family experience that involves visiting state and national parks and historic sites; participating in festivals and fairs; learning about Western history and Native American culture; and participating in a number of recreational opportunities such as hiking, backpacking, wildlife watching, rock hounding and usage of lakes and rivers. Currently 31% of Gold West Country vacationers are families.**

Geotourist-

Geotourists make up 55.1 million American travelers. The Geotourism segment that appears to be most closely aligned with Montana's tourism values is the 'Geo-savvy' segment. More than ¼ reside in the nearby Pacific region, and 10% live in the Mountain region. 28% is a young adult under the age of 35, 8% are students. 60% have a college degree, 33% have a graduate degree, 32% hold professional/specialty positions. 38% have annual incomes over \$75,000, 17% of households earn \$100,000+.

*Source: *Conversion Study*, Gold West Country 2004

***Source: Gold West Country Tourism Traveler Characteristics, ITRR 2005*

Secondary—

- Group Tours—* Groups of individuals traveling with a specific itinerary focusing on state and national parks; and historical/cultural sites and activities. This may include international tours as well.
- Travel Writers—* Freelance or travel-publication specific writers with an assignment of preparing a vacation destination article for print, television or Internet distribution.

MARKETING STRATEGY:

Through the following marketing strategy Gold West Country will strive to meet the goals defined earlier within this plan.

Primary—

- Continue advertising in quality national and regional publications (magazines and newspapers) that reach Gold West Country's defined market segments. Expand this advertising to include Internet, niche publications that focus on the target audiences that are most likely to travel to Gold West Country. Also to include in-state publications such as newspapers that will target in-state residents to visit Gold West Country.
- Continue to print and distribute the Gold West Country Guide. Distribution of this guide will be through inquiry fulfillment from advertising efforts; Visitor Information Centers, Chambers of Commerce, sites and attractions, and targeted rack placement both within the state of Montana and surrounding areas; as well as through consumer travel shows.
- Continue to expand, update and make modifications to the current Internet website to further enhance the image of Gold West Country created in the Travel Planner, the print advertising campaign and public relations. Continue to solicit participation in the linkage program established in FY00. To also include the Travel Planner on the website as a PDF, which will allow the consumer to download and print the guide themselves.

Secondary—

- Support and participate in FAM tours with Travel Montana and other regions.
- Supply Gold West Country members and other regions with guides for distribution at additional travel shows.
- Continue support of the Superhost program.
- Continue support of the Lost Trail Visitors' Center in cooperation with other regions and local tourism providers.
- Continue support of local tourism providers through cooperative marketing dollars.
- Contract with M.A.R.S. STOUT to answer all phone and e-mail inquiries received through the Gold West Country 800 number. By working with M.A.R.S. STOUT, we are able to provide information to our potential visitors through customized software pertaining to our region.

FY-08/09 Annual Budget Overview

Project Description	Project Budget	Total Budget
Marketing Support		\$91,202
Administration (max 20%)	\$60,952	
Cooperative Marketing (max 20%)	\$9,500	
Opportunity Marketing (max 10%)	\$3,000	
TAC Meetings	\$1,000	
Joint Ventures - RMI	\$100	
Joint Ventures-Superhost Program	\$1,650	
Joint Ventures-w/ Travel Montana (TBD)	\$15,000	
Consumer Advertising	\$76,750	\$76,750
Consumer Travel Shows	\$100	\$100
Infrastructure		
Lost Trail Visitor Information Center	\$1,200	\$1,200
Internet		
Website Maintenance/Upgrades/New Material	\$25,000	\$25,000
Marketing Plan Development FY09	\$500	\$500
Publications		
Travel Guide	\$82,700	\$87,700
Birding Brochure	\$5,000	
Publicity		
Public Relations	\$500	
Fam Tours	\$3,000	\$3,500
Telemarketing/Fulfillment		
Postage/UPS	\$13,258	
Instate Delivery Service	\$9,342	
Fulfillment/Call Center Contractors	\$17,000	
Mailing Supplies	\$300	\$39,900
TOTAL BUDGET REQUESTED	\$325,852	\$325,852
FY09 Projected Revenue (95%)	\$304,776	

FY08 Rollover Funds*and uncommitted funds	\$21,076
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The budget page is to specify projects that will be eliminated or reduced if revenue decreases by 10%.

Projects that would be eliminated or reduced if revenue is decreased would be; Consumer Advertising, Administration, Opportunity Marketing, and website updates and maintenance.

Application for projects over \$500

Organization Name Gold West Country

Project Name Consumer Advertising

Application Completed by Sarah Bannon

Approval Requested

☒ Final - Production

☒ Preliminary-Media
Plan

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Gold West Country has had much success with magazine placement. We will continue to place advertising in publications that address our demographic and geographic target markets as outlined in the marketing plan. These publications will be consumer travel-oriented publications with relevant editorial about traveling in the West. We will look for publications featuring historic travel and national park travel as well as specific information on Montana and/or Gold West Country.

In addition to consumer travel-oriented publications, Gold West Country will explore some niche publications. A complete print magazine media plan will be submitted to the Tourism Advisory Council for final approval.

The Gold West Country board will also explore niche markets through other methods besides print magazines. The board will review both direct mail (through a third party provider) and Internet advertising options. A complete media plan will be submitted to the Tourism Advisory Council for final approval.

Objectives:

In FY08 we outlined the following objectives:

1. Increase visitation within Gold West Country as measured by an increase in bed tax collections by 3%.
2. Increase the number of Internet responses we receive.

Gold West Country's bed tax collections were up 9% in 2007 over 2006. Our monthly inquiries at the call center were down 14% which included reader service and phone calls. We had a 65% increase in website traffic. We think that much of our advertising is driving people to the website and this may be part of the reduction in calls to the call center.

Therefore, Gold West Country will strive to achieve the objectives listed below within FY09.

1. Increase visitation within Gold West Country as measured by an increase in bed tax collections by 3%.
2. Increase the number of Internet responses we receive.

Identify the portions of your marketing plan that support this project.

The following Gold West Country goals from the marketing plan are met with this project.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.

3. Build and maintain a consistent image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
4. Create a birding brochure for the Gold West birding trails.

Does this project support the Strategic Plan? Yes

The Strategic Plan stresses the need for cohesive advertising campaigns. Gold West Country advertising accomplishes this by targeting our creative message and media placement to reach the consumers outlined in the narrative portion of the marketing plan. Specifically the plan states:

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions...

“...Leverage public and private marketing investments to expand Montana’s reach...” (Page 49)

Detail pages attached Yes

**Budget page must be attached for approval.
Print Advertising**

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Concept Development	4000	+	\$0	=	4000
Copywriting	800	+	\$0	=	800
Art Direction	1200	+	\$0	=	1200
Design/Layout/Prepress	4000	+	\$0	=	4000
Proofs/shipping	700	+	\$0	=	700
Project Management	3050	+	\$0	=	3050
Photography	\$1000	+	\$0	=	\$1000
TOTAL	\$14,750		\$0		\$14,750

MARKETING/ADVERTISING:

0	+	\$0	=	\$0
\$0	+	\$0	=	\$0

**The rest of the media plan will be
submitted to the Audits and
Applications Committee of the
TAC.**

\$62,000		\$62,000
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TOTAL	\$76,750	\$0	\$76,750
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REGION/CVB TOTAL	PROJECT	\$76,750	+	\$0	\$76,750
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Application for projects over \$500

Organization Name Gold West Country

Project Name Travel Show

Application Completed by Sarah Bannon

Approval Requested

Final

X Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

We would like to do two travel shows. We have only budgeted \$100 but would increase this if we find a travel show that we would like to participate in.

Specific shows are chosen based on our target demographic & geographic markets outlined in the marketing plan. We would like to attend these shows in cooperation with Russell County or Custer County if possible, in order to minimize our cost and maximize our exposure to these markets.

- For FY09 Gold West would like to attend a couple of travel shows if possible.

Objectives:

In FY08 we outlined the following objectives:

1. Increase visitation within Gold West Country as measured by an increase in bed tax collections by 3.5%.
2. Participate in a show that would suit Gold West and allow Gold West to educate the traveler by giving out at least two boxes of travel guides as well as other literature.

Our FY09 objectives are:

1. Increase visitation within Gold West Country as measured by an increase in bed tax collections.
3. If possible attend a travel show which suits Gold West and allows us to educate the traveler by giving out at least two boxes of travel guides as well as other literature.
4. Develop travel show booth for Gold West Country.

Identify the portions of your marketing plan that support this project.

Attendance at these consumer shows helps us achieve a number of our goals.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.

3. Build and maintain a consistent image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
4. Cooperate with Travel Montana, the other tourism regions and CVBs, Federal and State agencies and local tourism providers to enhance the entire "Montana Experience".
5. Build awareness and entice the "Geo-tourist" to come and experience Gold West Country.

Does this project support the Strategic Plan? Yes

While the strategic plan does not specifically address consumer travel shows, this project supports the strategic plan in reference to "advertising" with other tourism partners. The plan states:

1.2 Promote Montana to target groups/events emphasizing off-peak season activities.

"Target travel media to increase the visibility of Montana as a leisure travel destination" (Page 52)

"Continue to target tour operators to bring group tours and packaged vacations to Montana" (Page 52)

1.1.c. Attend consumer travel shows targeting high value, low impact visitors.

"Disseminate show information to tourism/recreations partners...(Page 50)

Detail pages attached Yes

Budget page must be attached for approval.

Travel Shows Development

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

	State Tourism Funds	Other Funds	Total
Travel Shows Plan:			
Travel Show	100 +	\$0 =	100
TOTAL	100	\$0	100
REGION/CVB TOTAL	\$100 +	\$0	\$100

Application for projects over \$500

Organization Name Gold West Country

Project Name Lost Trail Visitor Center

Application Completed by Sarah Bannon

Approval Requested

☒ **Final**

☐ **Preliminary**

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

This visitor information center, located on the Montana/Idaho border needs additional funding to staff the facility throughout the summer. Partnering with the state of Idaho and Glacier Country, funding provided by Gold West Country allows the facility to stay open longer hours during the peak tourism season. Traditionally the visitor center is open from 8 a.m. to 6 p.m., seven days a week, from Memorial Day to Labor Day. Gold West Country is requesting funding for staffing hours up to \$1,200.

While this visitor center is actually in Glacier Country, not every visitor entering the region continues further into Glacier Country. Many of the visitors venture into Gold West Country. The location of the center allows Gold West Country to provide information about the region and influence the visitors at a point of entry into the state.

The total number of visitors from Memorial Day to Labor Day (listed below) indicates the success of this facility.

- Summer 2007: 9,893 (Three travel counselors and 980 staffing hours).
- Summer 2006: 12,497 (Three travel counselors and 990 staffing hours).
- Summer 2005: 11,083 (Three travel counselors and 980 staffing hours).
- Summer 2004: 10,458 (Three travel counselors and 990 staffing hours).
- Summer 2003: 6,768 (Three travel counselors and 460 staffing hours).
- Summer 2002: (Facility was not open due to the construction of a new structure).
- Summer 2001: 4,173 (Five travel counselors and 598 staffing hours— closed early due to fire season).
- Summer 2000: 7,768 (Four travel counselors and 970 staffing hours).

Currently the information center tracks its visitors through a guestbook.

Objectives:

In FY08 we outlined the following objectives:

1. Increase visitation at the Visitors Center by 5%.
2. Increase visitation within Gold West Country as measured by an increase in bed tax collections by 3.5%.
3. Continue to utilize the data gathered in the Guestbook at the Visitor Center to review travel patterns over the years as to the geographic origination of Gold West Country visitors and what the visitors' travel plans are in the state.

Bed tax collections for Gold West Country were up 9% in 2007 over 2006.

Finally, the data gathered at the visitor center from the guestbook revealed that visitors to the center came from Montana, Idaho, California, Washington, Arizona, Utah, Europe, Oregon, Colorado, and Canada. The average length of stay based on the information provided by the visitors is two days.

We utilized this information to update our geographic markets as listed in the narrative of this marketing plan. We will continue to use this data to compare the travel patterns of 2007 with 2006 and see what trends develop.

Therefore, Gold West Country will strive to achieve the objectives listed below within the 2009 calendar year.

1. Increase visitation at the Visitors Center by 1%.
2. Increase visitation within Gold West Country as measured by an increase in bed tax collections by 3.0 %.
3. Continue to utilize the data gathered in the Guestbook at the Visitor Center to review travel patterns over the years as to the geographic origination of Gold West Country visitors and what the visitors travel plans are in the state.

Identify the portions of your marketing plan that support this project.

The following Gold West Country goals from the marketing plan are met with this project.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
3. Cooperate with Travel Montana, the other tourism regions and CVB's, Federal and State agencies and local tourism providers to enhance the entire "Montana Experience".
4. Encourage intrastate travel by informing residents of the historical significance this region has had on who Montanans are today.

Does this project support the Strategic Plan? Yes

Through this partnership, the information center is better able to service Montana guests and Gold West Country is more affordably able to gather information about the region's visitors. The strategic plan specifically addresses tracking and VICs through the following:

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions...

"...Leverage public and private marketing investments to expand Montana's reach..." (Page 49)

9.3 Enhance funding for region and CVB marketing efforts.

"Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. (Page 75)

2.1 Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.

"Distribute information through printed material, press releases, tourism listserv, economic development groups, etc.... (Page 55)

Detail pages attached Yes

Budget page must be attached for approval.

Infrastructure

REGION/CVB PROJECT BUDGET
PROJECT NAME

		State Tourism Funds		Other Funds		Total
Infrastructure:						
Lost Trail Visitor Center		1200	+	\$0	=	1200
TOTAL		1200		\$0		1200
REGION/CVB TOTAL	PROJECT	\$1200	+	\$0		\$1200

Application for projects over \$500

Organization Name Gold West Country

Project Name Website

Application Completed by Sarah Bannon

Approval Requested

☒ **Final**

☐ **Preliminary**

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Usage of the Internet for travel planning continues to increase. The Travel Industry Association of America reports that 74% of on-line frequent travelers use the Internet for travel planning*. Statistics presented during the 2006 Governor's Conference on Tourism & Recreation report that 94% of people with Internet access use it to plan vacations.** The money designated for this project includes but is not limited to the following:

Trip Planner – Create an interactive “Trip Planner” allowing users to pre-plan their trip to Gold West Country. The Trip Planner will include mapping capabilities and will allow the user to select properties and attractions from Travel Montana's data feeds.

Maintenance, Updates and Search Engine Optimization - Maintenance, updates and search engine optimization to enhance and support the Gold West Country website and increase search engine ranking and Internet presence.

Development of New Content - Create additional features to enhance existing content such as, podcasts, slideshows featuring Montana attractions, the Birding Trail, Montana Territorial Trail Drive, FAM tour and Cultural Heritage information.

On-line Customizable Maps - Create additional customizable activities/attractions maps to enhance the visitor experience to the website and assist in vacation planning.

Creation of Web Videos - Continue development of the video section of the website with three additional videos highlighting Gold West communities, attractions and events.

Site Design - Build and maintain a consistent “look and feel” for the Gold West Country website that coincides with the efforts of G&G Advertising to continue establishing the “brand” that is associated with Gold West Country Montana.

*Source: *Travelers' Use of the Internet*, TIA 2004.

**Source: *7 More Immutable Rules of Successful Tourism*, Destination Development 2006.

Objectives:

In FY08 we outlined the following objectives:

1. Increase the number of user sessions on the website by 30%.
2. Increase the number of potential consumers who have signed the guestbook and requested further information about Gold West Country by 15%.
3. Increase the average length per session to seven minutes.

In 2007 the Website visitor sessions were up to 3067 per day which is up 2.4%. The time per session was up 38 seconds to 7:55.

There were over 10 million hits to the website.

Gold West Country will strive to achieve the objectives listed below within FY09.

1. Increase the number of user sessions on the website by 10%.
2. Add two more videos on our websites in fiscal year 08/09.

Identify the portions of your marketing plan that support this project.

Ongoing maintenance and improvements to the website provides potential visitors relevant information for travel planning. This helps Gold West Country reach many of its goals within the marketing plan.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
3. Build and maintain a consistent image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
4. Cooperate with Travel Montana, the other tourism regions and CVBs, Federal and State agencies and local tourism providers to enhance the entire “Montana Experience”.
5. Encourage intrastate travel by informing residents of the historical significance this region has had on who Montanans are today.

Does this project support the Strategic Plan? Yes

By continued maintenance and upgrades to the current website, a number of elements from the Strategic Plan will be implemented including providing information to travelers (both resident and nonresident) about the numerous recreational opportunities and cultural events/attractions throughout the region. The packaging element and link exchange program of the website will allow local tourism providers an opportunity to “buy into” the program, generating more money for Gold West Country marketing.

The website maintenance/upgrades specifically address the Strategic Plan as outlined below.

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions...

“...Leverage public and private marketing investments to expand Montana’s reach...” (Page 49)

1.1.b. Continue winter marketing, promoting Montana as a superb destination for tourist seeking the snow experience....

“accentuate images and messages that appeal to each winter target market...” (Page 49)

9.3 Enhance funding for region and CVB marketing efforts.

“Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. (Page 75)

1.2 Promote Montana to target groups/events emphasizing off-peak season activities.

- “ Target travel media to increase the visibility of Montana as a leisure travel destination” (Page 52)
“ Continue to target tour operators to bring group tours and packaged vacations to Montana” (Page 52)

Detail pages attached Yes

Budget page must be attached for approval.

Website

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

	State Tourism Funds		Other Funds		Total
Website:					
Website Maintenance/Upgrades	3800	+	\$0	=	3800
On-line customizable maps	3600				3600
Trip Planner	4800				4800
Development of New Content	4000				4000
Creation of Web Videos	3600				3600
Site Design	3700				3700
Account Management	1500				1500
TOTAL	25,000		\$0		25,000
REGION/CVB TOTAL	PROJECT TOTAL		\$25,000	+	\$0
					\$25,000

Application for projects over \$500

Organization Name Gold West Country

Project Name Marketing Plan Development

Application Completed by Sarah Bannon

Approval Requested

☒ Final

☐ Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The Marketing Plan defines the goals and objectives of Gold West Country in the next fiscal year.

1. Analyzing the previous year (overall plan review and project evaluation as well as a demographic and geographic analysis).
2. Set up board retreat if deemed necessary in addition to our meeting to help decide on goals.
3. Preparing the written plan, project proposals and the final budget for submission to the Tourism Advisory Council.

Objectives:

In FY08 we outlined the following objectives:

1. Build consistent, long-term marketing strategies and programs in the marketing plan.
2. Complete all of the marketing projects in the marketing plan.

All objectives were accomplished.

FY09 we will strive to complete the following objectives:

1. Build consistent, long-term marketing strategies and programs in the marketing plan.
2. Complete all of the marketing projects in the marketing plan.
3. Continue marketing Gold West as "Where Montana Begins".

Identify the portions of your marketing plan that support this project.

All areas of the marketing plan are supported by this project.

Does this project support the Strategic Plan? Yes

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions...

"...Leverage public and private marketing investments to expand Montana's reach..." (Page 49)

1.1.b. Continue winter marketing, promoting Montana as a superb destination for tourist seeking the snow experience....

"accentuate images and messages that appeal to each winter target market..." (Page 49)

9.3 Enhance funding for region and CVB marketing efforts.

“ Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. (Page 75)

1.2 Promote Montana to target groups/events emphasizing off-peak season activities.

“ Target travel media to increase the visibility of Montana as a leisure travel destination” (Page 52)

“ Continue to target tour operators to bring group tours and packaged vacations to Montana” (Page 52)

1.1.c. Attend consumer travel shows targeting high value, low impact visitors.

“ Disseminate show information to tourism/recreations partners...(Page 50)

1.2.a. Amplify targeted sales and marketing to attract groups, meetings, and conferences.

“ Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts” (Page 51)

2.1 Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.

“Distribute information through printed material, press releases, tourism listserv, economic development groups, etc.... (Page 55)

1.2.a. Amplify targeted sales and marketing to attract groups, meetings, and conferences.

“ Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts” (Page 51)

2.1 Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.

“Distribute information through printed material, press releases, tourism listserv, economic development groups, etc.... (Page 55)

Detail pages attached Yes

Budget page must be attached for approval.

Marketing Plan Development

REGION/CVB PROJECT BUDGET
PROJECT NAME

		State Tourism Funds		Other Funds		Total
Marketing Plan:						
Marketing Plan Development		500	+	\$0	=	500
TOTAL		500		\$0		500
REGION/CVB TOTAL	PROJECT	\$500	+	\$0		\$500

Application for projects over \$500

Organization Name Gold West Country

Project Name Travel Guide

Application Completed by Sarah Bannon

Approval Requested

☒ **Final**

☐ **Preliminary**

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The travel guide is distributed to individuals interested in traveling within Gold West Country. It contains information about area attractions, loop tours, maps, pictures, schedule of events, recreational opportunities, cultural attractions, lodging, dining and shopping. This travel guide is the primary response piece for inquiries made as a result of ads placed or publicity generated. It is also used as a fulfillment piece for our website and at consumer travel shows. We currently have Certified Folder Display distribute the Travel Guide in racks throughout the state year-round. Certified Folder delivers our guides on the Glacier route, Missoula/5 Valleys route and the Yellowstone route.

Objectives:

In FY08 we outlined the following objectives:

1. Increase visitation within Gold West Country as measured by an increase in bed tax collections by 3.5%.
2. Increase the amount of revenue through ad sales, lodging, dining and shopping listings by at least \$3,500.

Bed tax collections increased 9% in 2007 over 2006. We did not increase advertising and lodging listings revenue in the travel guide as we did not add the extra page to the guide. . We were slightly under our objective.

Gold West Country will strive to achieve the objectives listed below within the 2009 calendar year.

1. Increase visitation within Gold West Country as measured by an increase in bed tax collections.
2. Increase the amount of revenue through ad sales, and lodging, listings by at least \$2,000.

Identify the portions of your marketing plan that support this project.

The production of the travel planner helps reach a number of our goals.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
3. Build and maintain a consistent image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
4. Encourage inter-state travel by informing residents of the historical significance this region has had on who Montanans are today.

Does this project support the Strategic Plan? Yes

The Gold West Country Travel Planner serves as an informational piece that assists potential visitors in the planning stages of determining a vacation destination as well as assisting visitors (both residents and nonresidents) how to navigate through the region and what attractions/events are available throughout the region. The strategic plan addresses the need for collateral materials as follows:

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions...

“...Leverage public and private marketing investments to expand Montana’s reach...” (Page 49)

1.1.b. Continue winter marketing, promoting Montana as a superb destination for tourist seeking the snow experience....

“accentuate images and messages that appeal to each winter target market...” (Page 49)

9.3 Enhance funding for region and CVB marketing efforts.

“ Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. (Page 75)

1.2 Promote Montana to target groups/events emphasizing off-peak season activities.

“ Target travel media to increase the visibility of Montana as a leisure travel destination” (Page 52)

“ Continue to target tour operators to bring group tours and packaged vacations to Montana” (Page 52)

1.1.c. Attend consumer travel shows targeting high value, low impact visitors.

“ Disseminate show information to tourism/recreations partners...(Page 50)

1.2.a. Amplify targeted sales and marketing to attract groups, meetings, and conferences.

“ Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts” (Page 51)

2.1 Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.

“Distribute information through printed material, press releases, tourism listserv, economic development groups, etc.... (Page 55)

Detail pages attached Yes

Budget page must be attached for approval.

PRINTED MATERIALS

Publication: Travel Guide Quantity: 160,000

Color: 4-Color Paper Stock: Cover=70#; Interior=60#

Of Pages or Folds: 56 pages + 4 page cover Size: 8.375" x 10.75"

Ad Sales (Yes or No): Yes Percentage: 29%

Distribution Plan (areas & method): Shipping to Missoula: Bulk cartons on skids. We will use the travel guides as fulfillment for all of our inquiries. M.A.R.S. Stout and the business office in Deer Lodge will mail the guides. Certified Folder Display and Gold West Country members will also distribute them throughout the state and Canada. We will also distribute the travel guides at travel shows if applicable.

Budget page must be attached for approval.

Gold West Country Travel Guide

REGION/CVB PROJECT BUDGET PROJECT NAME

	State Tourism Funds	Other Funds	Total
PROFESSIONALSERVICES:			
Copywriting	1500 +	\$0 =	1500
Art Direction	1500 +	\$0 =	1500
Photography	5000 +	\$0 =	5000
Design/Layout/Prepress	1400 +	\$0 =	1400
Proofs/shipping	200 +	\$0 =	200
Project Management	3200 +	\$0 =	3200
TOTAL	12,800	\$0	12,800
Printing:	69,900	0	69,900
TOTAL	\$82,700	\$0	\$82,700
REGION/CVB TOTAL	\$82,700 +	\$0	\$82,700

Application for projects over \$500

Organization Name Gold West Country

Project Name Birding Brochure

Application Completed by Sarah Bannon

Approval Requested

Final

X Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The birding brochure is going to be a joint project with Travel Montana. We will meet with bird professionals to set up a Gold West Country brochure that will be useful to the birding enthusiasts who come to the area. The brochure will be distributed to area visitor centers and to individuals interested in birding within Gold West Country.

Objectives:

Gold West Country will strive to achieve the objectives listed below within the 2009 calendar year.

1. Design and print a brochure that will show the birding opportunities in Gold West Country.
2. Get the brochure into the hands of these birding enthusiasts through visitor centers and through fulfillment to birding inquiries through our call center.
3. Add birding information to our website.

Identify the portions of your marketing plan that support this project.

The production of the travel planner helps reach a number of our goals.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
3. Build and maintain a consistent image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.

Does this project support the Strategic Plan? Yes

The Gold West Country birding brochure will serve as an informational piece that assists birding enthusiasts traveling through the region. Birding is one of the fastest growing soft adventure sports in the country at this time. The strategic plan addresses the need for collateral materials as follows:

1.2 Promote Montana to target groups/events emphasizing off-peak season activities.

“Target travel media to increase the visibility of Montana as a leisure travel destination” (Page 52)

“Continue to target tour operators to bring group tours and packaged vacations to Montana” (Page 52)

Detail pages attached Yes

Budget page must be attached for approval.

Gold West Country Birding Brochure

REGION/CVB PROJECT BUDGET
PROJECT NAME

	State Tourism Funds	Other Funds	Total
PROFESSIONALSERVICES:			
Copywriting	0 +	\$0 =	0
Art Direction	0 +	\$0 =	0
Photography	0 +	\$0 =	0
Design/Layout/Prepress	0 +	\$0 =	0
Proofs/shipping	0 +	\$0 =	0
Project Management	+	=	
TOTAL	5,000	\$5,000	10,000

Printing: 0 0 0

TOTAL	\$5,000	\$5,000	\$10,000
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REGION/CVB TOTAL	PROJECT	\$5,000 +	\$5,000	\$10,000
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Application for projects over \$500

Organization Name Gold West Country

Project Name Public Relations

Application Completed by Sarah Bannon

Approval Requested

Final

X Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Gold West Country would like to do more publicity if we get more funding. The purpose of this public relations is to increase awareness of Gold West Country amongst tourists and travel writers/editors throughout the United States and internationally.

We would work with G&G Advertising to come up with articles regarding happenings or tourism opportunities going on in Gold West Country.

We put this in as a line item so that if we get more funding we would like to:

1. Send out news releases with opportunities that would interest travelers.
2. Give out story ideas to writers/editors for potential publication.
3. Publicity value report will be presented to Gold West Country board members regarding the dollar value associated with each related written piece about Gold West Country.

Objectives:

Gold West Country will strive to achieve the objectives listed below within the 2008/2009 fiscal year.

1. Have at least four printings regarding information in Gold West Country.
2. Have at least one writer publish a story on Gold West Country.
3. Increase visitation within Gold West Country as measured by an increase in bed tax collections.
4. A Progress and publicity value reports presented to the Gold West Country Board.
5. Also create window clings to promote the Gold West name/region among its members and to tourists visiting the region.

Identify the portions of your marketing plan that support this project.

Many of Gold West Country's goals in the marketing plan are met with this project.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
3. Build and maintain a consistent image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
4. Cooperate with Travel Montana, the other tourism regions and CVBs, Federal and State agencies and local tourism providers to enhance the entire "Montana Experience".
5. Encourage intrastate travel by informing residents of the historical significance this region has had on who Montanans are today.

Does this project support the Strategic Plan? Yes

FAM trips and publicity enhance Gold West Country's ability to promote a variety of attractions and events as well as provide the opportunity to increase year-round visitation. The strategic plan encourages FAM trips and continued public relations efforts as mentioned below.

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions...

"...Leverage public and private marketing investments to expand Montana's reach..." (Page 49)

1.1.b. Continue winter marketing, promoting Montana as a superb destination for tourist seeking the snow experience....

"accentuate images and messages that appeal to each winter target market..." (Page 49)

9.3 Enhance funding for region and CVB marketing efforts.

"Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. (Page 75)

1.2 Promote Montana to target groups/events emphasizing off-peak season activities.

"Target travel media to increase the visibility of Montana as a leisure travel destination" (Page 52)

"Continue to target tour operators to bring group tours and packaged vacations to Montana" (Page 52)

1.2.a. Amplify targeted sales and marketing to attract groups, meetings, and conferences.

"Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts" (Page 51)

2.1 Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.

"Distribute information through printed material, press releases, tourism listserv, economic development groups, etc.... (Page 55)

Detail pages attached Yes

Budget page must be attached for approval.

Public Relations

REGION/CVB PROJECT BUDGET
PROJECT NAME

		State Tourism Funds		Other Funds		Total
Publicity:						
			+	\$0	=	
Public Relations		500				500
TOTAL		500		\$0		500
REGION/CVB TOTAL	PROJECT	\$500	+	\$0		\$500

Application for projects over \$500

Organization Name Gold West Country

Project Name Fam Tours

Application Completed by Sarah Bannon

Approval Requested

Final

X Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Each year Gold West Country assists with familiarization tours. This includes providing funding to help with transportation, lodging, meals or area attraction entry fees. The region also assists by acting as a liaison between the tours and the area businesses.

We plan to do these tours in conjunction with Travel Montana. We will submit additional details once these FAM trips have been determined with the assistance of Travel Montana.

Below is a list of travel writers from 2000-2007 (categorized by FAM trip) that have produced articles about Gold West Country. The date the articles appeared in print (if available) is noted.

1. **The Allure of the West- Northwest Traveler Magazine- 6/1/07**
Story was on North American Indian Alliance Powwow in Butte.
2. **How to Save Strokes- Golf Magazine- Golf Magazine- 7/01/07**
Old Works golf course in Anaconda.
3. **Breathing Space- O, the Oprah Magazine- 7/01/07**
Beautiful photo spread of Dillon hillsides.
4. **Mining vs. Ranching- True West Magazine- 7/01/07**
Gold West Country in historic round-up including Deer Lodge, Butte, etc
5. **In Pursuit of the Outdoors- Stratos- 10/01/07**
Cameron's Sun West Ranch included.
6. **Travel Industry Gets Enlightened to Yoga Vacations- 10/01/07- Internet**
Feathered Pipe Ranch included.
7. **Mason- Bethel Oxford County Citizen- 10/04/07**
Whitehall included in road trip article.
8. **Rock hounding Fam Tour – August 22 – 28, 2006**

Ken Rohn who always does a fantastic job for us came through with the following articles:

May 2007 - *Treasure State Adventures* (4 part series)

Part III - *Ruby Reservoir Garnets*

Part IV - *Collecting at Fabulous Crystal Park*

9. **Ghost Town FAM Tour – October 27-31, 2005**

Immediately following this FAM tour, an e-article appeared on the website gonomad.com by Kent E. St. John, Senior Travel Editor. We also received two articles in print from Jack McNeel, *Bonner County Daily Bee*, Sandpoint, ID.

- A. "Montana Can Be Ghostly At Times" (November 13, 2005)
- B. "Travel to Montana's 2nd Oldest Town" (December 11, 2005)

10. Lewis and Clark – August 5-9, 2004

We also received two stories from this FAM, "Lewis & Clark in Montana" by Alan Wilkinson in *American Cowboy* (July 2005) and "Lewis & Clark Expedition" by Paul Franzmann in *The Entertainer* (September 2005).

11. Sled Dogs and Snow kites – Winter 2003

We have received two stories in the *Spokesman Review* (Lifestyle Section) by Brian Schott including "Snow kiting Takes Advantage of Winter Winds" and "Rodeo Gives Professionals Chance to Compete and Beginners an Opportunity to Learn New Sport". In addition, "Fresh Tracks, Furry Fun and Frozen Lakes: Wild Winter Sports of Central Montana" by Matt Kettermann ran in the *Santa Barbara Independent*.

12. Heart of Gold – July 18-22, 2003

We received three stories in *Rock and Gem Magazine*, "Montana Gemstones", "Dinosaurs" and "Hospitality Part I, II and III". We also received an on-line article at familytravelfiles.com called "Montana Snow Angels" by Nancy Nelson-Duac.

13. Lewis & Clark Tour – June 23 - 30, 2002

•William S. Connery
The World & I
August 2002
Washington D.C.

•Eileen Lockwood
Destinations
November 2002

•John Krist
Ventura County Star
July 28, 2002

•Jack McNeel
The Press-North Idaho News Network
November 17, 2002

14. Hot Springs Tour – October 9 - 13, 2001

•Pittsburg Post Gazette
January 6, 2002
July 27, 2002
Jackson, WY

•Dana Mishev
The Washington Times
January 2002

•Stefanie L. Griesi
Northwest Travel Mag

•Larry Bleigberg

The Tennessean—January 13, 2002

Ogden Utah Standard – Examiner—February 3, 2002

The San Diego Union Tribune—March 3, 2002

15. All Trails Lead to Montana – January 24-29, 2001

•Karen Hamlin
The Sun Experience
East Longmeadow, MA

•Sue Wasserman
Mountain Living
Atlanta, GA

•Sophia Dembling
Sky Magazine
Dallas, TX

•Rob Daly
Edmonton Sun Times, Special Sections
Edmonton, AB, CANADA

16. Ghostly Good Time Media Tour – July 13-19, 2000

•Elizabeth Gehrman
Boston Herald
Boston, MA

•Joyce Dalton
Travel Weekly
Cliffside Park, NJ

•Beverly Hogg
Houston Tribune
Houston, TX

•Nancy Baren Miller
Travel America/Medina Ohio Gazette
Akron, OH

Objectives:

In FY07 we outlined the following objectives:

1. To have each FAM trip generate at least one story about Gold West Country within a year of the trip.
2. Increase visitation within Gold West Country as measured by an increase in bed tax collections by 3.5%.

Therefore, based on the above information, Gold West Country will strive to achieve the objectives listed below within FY09.

3. To have each FAM trip generate at least one story about Gold West Country within a year of the trip.
4. Increase visitation within Gold West Country as measured by an increase in bed tax collections by 3.0%.

Identify the portions of your marketing plan that support this project.

Many of Gold West Country's goals in the marketing plan are met with this project.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
3. Build and maintain a consistent image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
4. Cooperate with Travel Montana, the other tourism regions and CVBs, Federal and State agencies and local tourism providers to enhance the entire "Montana Experience".
5. Encourage intrastate travel by informing residents of the historical significance this region has had on who Montanans are today.

Does this project support the Strategic Plan? Yes

FAM trips enhance Gold West Country's ability to promote a variety of attractions and events as well as provide the opportunity to increase year-round visitation. The strategic plan encourages FAM trips as mentioned below.

2.1 Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.

“Distribute information through printed material, press releases, tourism listserv, economic development groups, etc.... (Page 55)

Detail pages attached Yes

Budget page must be attached for approval.

Fam Tours

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

	State Tourism Funds		Other Funds		Total
Publicity					
Fam Tours	3000	+	\$0	=	3000
TOTAL	3000		\$0		3000
REGION/CVB TOTAL	\$3000	+	\$0		\$3000

Application for projects over \$500

Organization Name Gold West Country

Project Name Telemarketing

Application Completed by Sarah Bannon

Approval Requested

X Final

 Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

- Postage/UPS: Cost to respond to consumer inquiries and other travel/tourism related requests. This includes UPS shipping required for sending materials to/from consumer travel shows.
- Instate Delivery Service: This expense is for contracted services with Certified Folder Display. They will distribute our travel guide year-round through the Glacier route, Missoula/5 Valleys route, Billings Route and the Yellowstone route.
- Fulfillment/Call Center Contractor: This expense is for the services of M.A.R.S. Stout to facilitate the handling of our incoming calls, reader service and e-mail as well as to fulfill our leads by sending out our travel guide. Specific duties include:
 1. Customized travel counseling through the Gold West Country 800 number.
 2. Design and maintenance of customized software that captures and reports essential data including name, address, e-mail address, phone, interests, and travel dates.
 3. Monthly written reports of travel guide distribution, inquiry by geographic region and inquiry by preference. These reports also include call pattern activity.
 4. Data entry of all telephone, mail, e-mail and faxed inquiries.
 5. Inquiry management and servicing of Internet inquiries and information.
 6. Extended hours of operation from 7 a.m. to 6 p.m. Mountain Standard Time, Monday through Friday.
- Mailing Supplies: This cost is to supply M.A.R.S. Stout with the necessary materials to distribute the Gold West Country Travel Planner. These supplies include envelopes, labels and other miscellaneous items.

Objectives:

In FY08 we outlined the following objectives:

1. Identify the top five demographic target markets each month.
2. Identify the top five "interest" markets each month (skiing, hiking snowmobiling etc.).
3. Have all calls answered between the hours of 7 a.m. and 6 p.m. Monday through Friday.
4. Analyze the data gathered to determine target markets for the FY08 Marketing Plan.
5. Utilize the data gathered to better reach our target markets by supplying the consumer with the necessary (i.e. requested) information in order to plan a trip to the region.

In 2008, Gold West Country reviewed reports monthly to determine the top five demographic target markets and areas of interest. It was discovered that throughout the year this information varied little. The top five demographic markets (based on the number of requests) were:

1. California
2. Michigan
3. Ohio

4. Illinois
5. Wisconsin

The top areas of interest included:

1. History/Ghost Towns
2. Wildlife Viewing
3. Rock Hounding
4. Lewis & Clark
5. Family Activities

The above information is used when preparing this marketing plan. It is also used when reviewing where our consumer interests lie and how to better incorporate those interests into our public relations, travel guide, advertising and website efforts.

The call center was not able to fulfill all email and calls within two days. This is due to mailing guides at bulk rates (which can take up to three weeks). However, the call center completed 99.5% of its calls. Therefore, Gold West Country will strive to achieve the objectives listed below within FY09.

1. Identify the top five demographic target markets each month.
2. Identify the top five "interest" markets each month (skiing, hiking snowmobiling etc.).
3. Have all calls answered between the hours of 7 a.m. and 6 p.m. Monday through Friday.
4. Analyze the data gathered to determine target markets for the FY10 Marketing Plan.
5. Utilize the data gathered to better reach our target markets by supplying the consumer with the necessary (i.e. requested) information in order to plan a trip to the region.

Identify the portions of your marketing plan that support this project.

This project addresses the following goals.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
3. Build and maintain a consistent image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
4. Encourage intrastate travel by informing residents of the historical significance this region has had on who Montanans are today.

Does this project support the Strategic Plan? No

The Call Center alone does not support the strategic plan, however the information gathered by the call center (demographics, interests, etc.) will help support the plan.

Detail pages attached Yes

Budget page must be attached for approval.

Gold West Country Telemarketing

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

Telemarketing/Fulfillment:		State Tourism Funds		Other Funds		Total
Postage/UPS		13258	+	\$0	=	13258
Instate Delivery		9342	+	\$0	=	9342
Fulfillment/Call Center Contractors		17000	+	\$0	=	17000
Mailing Supplies		300	+	\$0	=	300
TOTAL		\$39,900		\$0		\$39,900
REGION/CVB TOTAL	PROJECT	\$39,900		+		\$0
						\$39,900